



Fire Department

January 18, 2013

**Mark Rohlffing**  
Chief

**Gerard Washington**  
Assistant Chief

**Daniel Lipski**  
Assistant Chief

**Michael Romas**  
Assistant Chief

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**MEDIA ALERT**  
**MILWAUKEE FIRE DEPARTMENT REACHES 25,000 STUDENT CONTACTS IN A PROGRAM  
DESIGNED TO REDUCE VIOLENT INJURIES INVOLVING MILWAUKEE YOUTHS**

- WHAT:** Milwaukee Firefighters will reach 25,000 student contacts teaching Project Staying Alive to Milwaukee Public Schools 6<sup>th</sup> graders.
- WHO:** Mayor Tom Barrett  
Chief Mark Rohlffing  
Assistant Chief Michael Romas  
Lt. David Anderson- Director of Project Staying Alive
- WHEN:** Wednesday January 16, 2013  
12:15-2:10 pm
- WHERE:** Carson Academy  
4920 W. Capitol Dr.
- DETAILS:** Project Staying Alive is a program designed to help reduce violence related injuries to children in Milwaukee. The Milwaukee Fire Department, Milwaukee Public Schools, Medical College of Wisconsin, Children's Hospital, and Project Ujima partnered up to develop the curriculum for the class.

This week Project Staying Alive will reach a milestone. Milwaukee firefighters will reach 25,000 student contacts since the program began in 2007. Each year the program has grown and teachers look forward to the return of Project Staying Alive instructors to their classrooms. Milwaukee firefighters teach 6<sup>th</sup> grade students skills to address anger management and conflict resolution. Ultimately, the goal is to change the attitudes of students about the way they deal with their anger. Firefighters stress the importance of making good decisions that will keep them not only safe as they grow up, but out of trouble so that they can have more opportunities to be successful. Students must realize that the decisions they make now will affect the rest of their lives.

Prior to the firefighters teaching the program, Chief Rohlffing will speak to the students about what Project Staying Alive is about. Mayor Barrett will then address each of the two classrooms to discuss the importance of reducing violence in Milwaukee.

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